

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 12747 101306Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
-----102107Z 017996 /75

R 101015Z JUN 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 3088

UNCLAS BANGKOK 12747

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJECT: WTDR/FTI

REF: USDOC 8586

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: NA

4. PRIN LTD. PARTNERSHIP
4A. CODE: K

5. 306 SILOM ROAD

6. BANGKOK, THAILAND

7. ESTABL: 1971 8. EMPL: 50 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: LOCAL

12. RPT.DATE: 06/77

13A. 20650/235 IMP.AGT.DIST. OF CONFECTIONERY
13B. 20320/235 IMP.AGT.DIST. OF FOOD PRODUCTS
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13C. 39490/235 IMP.AGT.DIST. OF SPORTING GOODS
13D. 26480/235 IMP.AGT.DIST. OF STATIONERY
13E. 23000/235 IMP.AGT.DIST. OF WEARING APPAREL

14. CONTACT: MR. SUTHIKIARTI CHIRATHIVAT TITLE: MARKETING MGR.
15. CABLE: PRINPART 16. TELEX: NA 17. TEL: 233-6930

18. FINANCIAL REFS: BANGKOK BANK LTD. 9 SUAPA ROAD, BANGKOK.

19. TRADE REFS: ANSON, INC., 100 DUPONT DRIVE, PROVIDENCE, RHODE ISLAND; GENERAL FOODS PRODUCTS, 100 HALCYON DRIVE, SAN LEANDRO, CALIF. 94678; MEAD PRODUCTS COURTHOUSE PLAZA NORTHEAST, DAYTON, OHIO 45463; LIFE SAVERS INT'L, 40 WEST 57TH STREET, NEW YROK, N.Y. 10019; AMERICAN LUGGAGE WORKS, 91 MAIN ST., WARREN, RHODE ISLAND 02885.

20. AGENCY REP: GENERAL FOODS PRODUCTS, 100 HALCYON DRIVE, SAN LEANDRO, CALIF. 94578, COFFEE, CEREALS DRINKS, PET FOOD, ACQ: 1975; LIFE SAVERS INT'L, 40 EST 57TH STREET, NEW YORK, N.Y. 10019, CONFECTIONERY; MEAD PRODUCTS, COURTHOUSE PLAZA NORTHEAST, DAYTON, OHIO 45463, STATIONERY, ACQ: 1976; AMERICAN LUGGAGE WORKS, 91 MAIN ST., WARREN, RI 02885, AMERICAN TOURISTER LUGGAGES, ACQ: 1974: ANSON, INC., 100 DUPONT DRIVE, PROVIDENCE, RI, MEN'S JEWELRY, PENS; TEXAS INSTRUMENTS, P.O. BOX 5012, DALLAS, TEXAS 75222, CALCULATORS; GEORGE PAYNE & CO., CROYDON, ENGLAND, CONFECTIONERY; DELSEY S.A., BOBIGNY, FRANCE, LUGGAGES: ADOLF JERGER KG, GERMANY, CLOCKS; MANERVA A/S, COPENHAGEN, DENMARK, POSTERS.

21. PRIN WAS INCORPORATED IN 1971 WITH AN AUTHORIZED CAPITAL OF US\$10,000 AS A LIMITED PARTNERSHIP OF MR. SERI UAWATANASKUL (MANAGING DIRECTOR) AND TWO OTHER PARTNERS. IT IMPORTS CONFECTIONERY, FOOD PRODUCTS, SPORTING GOODS, STATIONERY, WEARING APPAREL, LUGGAGE, MEN'S JEWELRY, CALCULATORS, CLOCKS, POSTERS AND OTHER CONSUMER GOODS FOR DISTRIBUTION THROUGH CENTRAL DEPARTMENT STORE, WHICH OPERATES THE LARGEST UNCLASSIFIED

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DEPARTMENT STORES CHAIN IN SOUTHEAST ASIA. MOST OF ITS IMPORTS ARE FROM THE U.S. (40 PERCENT) AND EUROPE (40 PERCENT), WHILE THE REMAINDER COMES FROM JAPAN, HONG KONG AND OTHER COUNTRIES. SUBJECT FIRM'S OFFICE OCCUPIES ITS OWN BUILDING OF 400 SQ.METERS AND A WAREHOUSE OF ABOUT 1,000 SQ.METERS, LOCATED IN ONE OF BANGKOK BUSINESS DISTRICTS. IT HAS A TOTAL OF 50 EMPLOYEES INCLUDING 10 TRAVELING SALESMEN. SUBJECT FIRM REPORTED THAT 1976 SALES WERE US\$7,500,000. PRIN IS UNDER THE CAPABLE MANAGEMENT OF MR. SERI UAWATANASKUL AND MR. SUTHIKIARTI CHIRATHIVAT (AN EFFICIENT YOUNG BUSINESSMAN WELL KNOWN IN BUSINESS, SPORTING AND CHARITY CIRCLES). FIRM ENJOYS A VERY GOOD REPUTATION IN LOCAL BUSINESS AND BANKING CIRCLES. PRIN IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
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Sent Date: 10-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Secure: OPEN
Status: NATIVE
Subject: WTD/FTI
TAGS: BEXP, TH
To: COM
Type: TE
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